

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commissions  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Madison Elementary School PTA of Janesville, WI. to voice my opposition to the v-chip rating system presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on the content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask the FCC not approve the industry rating system. Instead, we request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(violence), S(sexual depiction and nudity) and L(language);
- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than on rating system;
- \* That the rating icon on the TV screen be made larger, or more prominently placed on the screen, and appear more frequently during the course of the program;
- \* That the rating board be independent of the industry and the FCC & that it include parents; &
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on this issue so important to children and families.

Sincerely,

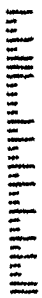
  
Janesville, Wisconsin 53545

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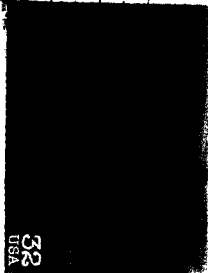
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Madison School  
Greenville WI 53545

Chairman Reed Hart + FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street NW Room 222  
Washington DC 20554



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March 1997

Chairman Reed Hundt and FCC Commissioners  
370 Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Eastern Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate ~~overwhelming parent preference for a rating system that gives parents information about the content of programs~~ were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \* That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Carole Mawson,*  
*Principal*  
*Eastern Elementary School*  
*4601 New Salem Rd.*  
*Glasgow, Ky 42141*

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File # (502) 678-5885

March 17, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

We are writing on behalf of the National PTA and the Stewart Elementary PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- \*That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S(for sexual depiction and nudity), and L(for language);
- \*That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \*That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \*That the rating board be independent of the industry and the FCC and that it include parents; and
- \*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Mark Casey  
Yankton, SD 57078

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Moretha E. Johnson  
2348 13th Place, N. E.  
Washington, D. C. 20010-1110

March 17, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street, N.W., Room 222  
Washington, D. C. 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

**RE: CS DOCKET No. 97-55, FCC 97-34**


I am writing on behalf of the National PTA and as a member of the Board of Managers of the District of Columbia Congress of Parents and Teachers to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

  
Moretha E. Johnson  
Washington, D.C.

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CC 97-55

March 17, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street NW, Rm 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners,

I am writing on behalf of the National PTA, Florida PTA, Broward County Council of PTA and Walter C. Young PTA to voice my opposition and that of my fellow PTA members to the v-chip rating system presented by Mr. Valenti in January. The rating symbol which appears on the screen does not provide sufficient information for a concerned and vigilant parent to make appropriate decisions about TV programming for their children, because age-based rating doesn't meet the needs of parents whose children exhibit differing ranges of understanding that has nothing to do with age -- and that is all of us! The National PTA, *US New and World Report* and others conducted surveys this past fall which indicated that parents want to have the right and responsibility to make choices for themselves about what is proper programming based on the content of the program. Any rating system which doesn't include content descriptions on screen and in the TV scheduling periodicals is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I don't think the system proposed by Mr. Valenti meets this requirement, and so plead with the FCC not to approve this rating system. I would ask instead, that the following be substituted as requirements of the industry:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (violence), S (sexual depiction and nudity) and L (language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, be more prominently displayed on the screen and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it definitely include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

**Please remember - the people making this request (Parents) are the ones who buy the products already happened. These are also the people who have the power to turn off the TV. These people are those who have only one axe to grind and it isn't greed or popularity or hit shows or any of that - the axe they grind is saving the children ---this should be your goal as well.** Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Judy Sullivan*  
Judy Sullivan  
11061 NW 16 St.  
Pembroke Pines, FL 33026

## SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am (we are) writing on behalf of the National PTA and the Dudley Elementary PTA (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate \*overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless. *Parents need to be in control, here!*

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely, *Michelle De Felice, President Dudley Elementary*  
Your Name *PTA*

Town, State

*Fairport, NY 14450*

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## NATIONAL PTA ACTION TO DATE

After conducting a national survey of our members, the National PTA held a press conference on November 21, 1996, to release our findings. We garnered exceptional press coverage in newspapers throughout the country, on numerous radio stations, and on NBC, CBS, ABC, FOX, and CNN. We also presented the survey results to Jack Valenti and the Television Ratings Implementation Group for use as they devised their rating system. After the rating group released its ratings, we voiced our opposition to the proposed system to the FCC, Mr. Valenti, and joined almost 30 other national organizations calling for content descriptors for television programs. And finally, we called on the FCC to accept public comment and hold hearings on this issue.



## FCC COMMENT PERIOD

On February 7, 1997, the Federal Communications Commission initiated an eight-week comment period on the proposed industry rating system. Between February 7, 1997, and April 8, 1997, the FCC will accept comments from individuals and organizations. The Telecommunications Act of 1996 requires the FCC to "consult with appropriate public interest groups and interested individuals from the private sector" about the industry's voluntary plan, and then to determine if "such rules are acceptable to the Commission."

To file comments, you must mail an original letter or send an e-mail message by April 8, 1997 to the FCC. Your letter will be distributed to all members of the FCC and included in the public record. All letters and e-mail messages **MUST** include the docket number: **CS Docket No. 97-55, FCC 97-34.**



## NATIONAL PTA CALL TO ACTION

Before April 8th, 1997, I urge you and your local PTA members to contact Reed Hundt, Chairman of the FCC to voice your opposition to the industry rating system and request a rating system that includes program content descriptors. You can use the enclosed sample letter as a guide, but a personalized letter—typed or handwritten—that includes your feelings about this issue will have the most impact. Please submit your comments—letter or e-mail message to:

**Mr. Reed Hundt and the FCC Commission**  
**Office of the Secretary**  
**1919 M Street N.W., Room 222**  
**Washington, DC 20554**  
**e-mail address: [vchip@fcc.gov](mailto:vchip@fcc.gov)**

So that we can gauge the level of participation of PTA members to this CALL TO ACTION, please mail, fax, or e-mail a copy of your letter to me:

**Joan Dykstra, President**  
**National PTA**  
**330 N. Wabash, Suite 2100**  
**Chicago, IL 60611-3690**  
**fax: (312) 670-6783**  
**e-mail: [information@pta.org](mailto:information@pta.org)**



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2151 Blake Blvd SE  
Cedar Rapids, IA 52403  
March 17, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street NW Room 222  
Washington, D. C. 20554

Dear Chairman Hundt and Commissioners"  
**RE: CS Docket No. 97-55, FCC 97-34**

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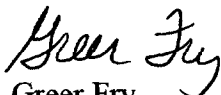
I am writing to state my objection to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The proposed system does provide adequate information for parents or caregivers to make decisions about what is appropriate viewing for their children.

Major surveys released this fall by several organizations (National PTA, *US News and World Report*, and Media Studies Center/Roper) reported that families and caregivers want a rating system based on content. Parents want to determine which shows are suited for their children based on content descriptions.

There are over 30 groups concerned with youth and they support a rating system that includes program content descriptions. As an individual, I also support content description for television ratings of shows.

Thank you for this opportunity to comment on this issue which carries great importance for children and families.

Sincerely,



Greer Fry  
Cedar Rapids, Iowa

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
Office of the Secretary  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97 - 34

I am writing on behalf of the National PTA and the Mason Elementary PTA in Canton, Ohio to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. We as parents do not want the TV industry to interpret what is best for our children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S(for sexual depiction and nudity) and L(for language);

That the FCC require a V-chip brand broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents: and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Nancy DeFolice*

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

We are writing on behalf of the National PTA and the Stewart Elementary PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- \*That FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \*That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \*That the rating board be independent of the industry and the FCC and that it include parents; and
- \*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,  
  
Kathleen West  
Yankton, SD 57078

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DOCKET FILE COPY ORIGINAL

Mrs. Lesa K. Hays  
3480 N 2320 W Road  
Bourbonnais, IL 60914  
19th Day of March in the 1997th Year of the Lord

Mr. Reed Hundt & the FCC Commission  
Office of the Secretary  
1919 M Street N.W., Rm 222  
Washington, DC 20554

RE: CS Docket No. 97-55, FCC 97-34

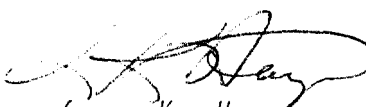
I strongly Support the "Descriptive Content-Based Rating System" far above the Age-Based Rating System.

It is my belief that many programs on our Televisions today need censorship. Not only shows and movies though, but commercials should be censored as well, to target appropriate audiences. Sexual commercials (already on today), such as so many obscene sexual Health Club advertisements and the like, should be limited only to movies rated with the S, the Sexual Content and nudity programs. And thus, Family oriented shows rated G with General level advertisements as well.

It just seems we defeat our goal when such disgusting commercials are permitted during Good wholesome Family programs degrading our Family values and morals to such filth.

Thank you for your efforts.

Sincerely, In Christ Jesus,

  
Mrs. Lesa K. Hays

cc

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March 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Westdale PTA, Inc. to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for children. Parents want to make those choices themselves based on content information about the program. A rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of the parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Barry R Anderson

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Chairman Reed Hundt and FCC Commissioners  
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1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

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That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of the parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



*Please  
care  
for all  
children!*

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March 16, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M. Street N.W. Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

As a member of the National PTA, Louisiana PTA, and Youree Drive Middle School PTSA, I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating system on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- 1) That under no circumstances should the FCC approve the industry's rating system. The FCC should accept no rating system that does not include content information;
- 2) That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- 3) That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- 4) That the rating board be independent of the industry and the FCC and that it include parents; and
- 5) That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to my grandchildren.

Sincerely,



Carol Fullilove  
Shreveport, LA

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC. 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Elmore Park Middle School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content description on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence, S (for sexual depiction and nudity) and L (for language);
- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \* That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Mrs. Peg Watkins*

Bartlett, Tennessee

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March 15, 1997

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Snowden PTA in Memphis Tennessee to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decision about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, bylaw, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Kevin P. McConathy*

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N. W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS DOCKET No. 97-55, FCC 97-34**

We are writing on behalf of the National PTA and the Roosevelt PTA to voice our opposition to the v-chip rating systems as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Reports, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating systems. Instead, we request the following:

**That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);**

**That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;**

**That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;**

**That the rating board be independent of the industry and the FCC and that it include parents; and**

**That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.**

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Roosevelt PTA*

Roosevelt PTA  
Battle Creek, MI 49015

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am (we are) writing on behalf of the National PTA and the Wash. Co. MD (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name  
Town, State

*Rhonda L. Stouffer*  
*Smithsburg, MD*

*Rhonda L. Stouffer*  
*Smithsburg, MD*

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*I would like to see ratings in TV scheduling. Thanks*

March 1997

Chairman Reed Hundt & FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the EMMONS School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 19, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \* That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Debbie Himmel*  
*Mishawaka, IN*

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March 16, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing as a member of the National PTA and PTA President of Sunrise Elementary School in Citrus Heights, California and mother of five children. I am opposed to the current TV rating system. This current system does not allow me sufficient information to make an informed decision on what television shows are appropriate for my children. I don't want the television industry deciding for me based upon an indiscriminate age what is appropriate for my children. I would like to make an informed decision based upon a knowledge of the program content.

I am in favor of the proposed rating system: V (program includes violent scenes), S (program has sexual depiction and nudity) and L (program has improper language).

I believe that the rating board be independent of the industry and FCC and that parents from all walks of life be included.

I appreciate this opportunity to comment on an issue important to me.

Sincerely,



Marie Simmons  
7976 Coral Oak Way  
Citrus Heights, CA 95610

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March 17, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

We are writing on behalf of the National PTA and the Stewart Elementary PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

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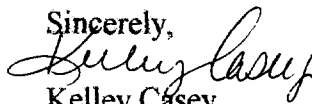
\*That FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

\*That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

\*That the rating board be independent of the industry and the FCC and that it include parents; and

\*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,  
  
Kelley Casey  
Yankton, SD 57078

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March 10, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the West Virginia PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- \* That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Patty Deard*



March 10, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the West Virginia PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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